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Sent: Tuesday, October 10, 2023 4:24:34 PM

Subject: Pre- Consultation paper on inputs for formulation of "National Broadcasting Policy"

Dear Sir,

The NCHSE as a CAG (Reg. no. TRAI/CAG/11/2013/CA dated 17 April, 202) has the following inputs for consideration while forming the "National Broadcasting Policy" at Centre.

Q1. Stakeholders are requested to provide their comments on the possible structure and content for National Broadcasting Policy, clearly outlining the specifics along with the justification. The comments may explicitly include the following titles/heads:

- Preamble
- Vision
- Mission
- Objectives:
 - o Goals
 - o Strategies

The stakeholders are requested that against each suggested objective, possible goals and the strategies may be explicitly provided.

Ans.

Preamble:- 'Authentic News with Entertainment to all'

Vision:-Our vision should be to reach the message/clean/ entertainment/news to each corner of the country and to every person with minimum cost.

Mission:- Find out the liking of population of a particular area of the country and try to provide with best efforts.

Objectives :-

Our goal must be to provide the public with clean entertainment, correct and authentic news, information at cheaper cost.

In this connection more and more entrepreneur/ should be invited to join this field with attractive incentives.

Q2. Stakeholders may provide specific comments and suggestions for identifying objectives, goals and strategies for National Broadcasting Policy including the following aspects:

- i. Public Service Broadcasting
 - a) Requirement, Relevance and Review
 - b) Support and Validation
 - c) Content Priority
 - d) Mandatory Sharing of television programmes
 - e) Enhance global reach
- ii. Policy and Regulation
 - a) Satellite Broadcasting
 - b) Terrestrial television Broadcasting
 - c) Radio Broadcasting
 - d) Print media 14
 - e) Digital Media
- iii. Promotion of Local Content
- iv. Piracy and Content Security

- v. Technology innovation & Standardization
 - vi. Convergence
 - vii. Specific Regulatory Authority for Broadcasting
 - viii. Robust grievance redressal mechanism
 - ix. Role of Broadcasting during Disaster
 - x. Audience Measurement System:
 - xi. Social Goals
 - xii. Environmental Responsibility
 - xiii. Animation, Visual Effects, Gaming and Comics (AVGC) segment
- Detailed comments may please be provided.

Ans. Public Service Broadcasting:

- (a) Whatever message/ news/ entertainment/ academic data etc are being provided through public service broadcasting system must be clean and authentic. It should also be relevance with the condition/ situation of that area and should also be reviewed six monthly.
- (b) The information which is broadcasting must have support with solid ground on which basis the information is broadcasting and its validation should take place at regular interval.
- (c) The priority of each content that are broadcasting must have some yard stick e.g. if academic message/information is being broadcasting it should be at that time when most of the students are at home, like wise women concern during when they are at case, classic music in the morning. The news of any level must have set time for broadcast.
- (d) The sharing of television programme must have mandatory, so that no over lapping no change in time etc.
- (e) National Broadcasting Policy should have incentive policy in a broader sense. If the television programmes are devised in such a manner that more and more countries like to broadcast such programmes in their countries, an incentive must be given to broadcaster of such programmes. So that more and more programmes may be designed in such a manner to enhance global reach.

2. Policy and Regulation:-

- (a) More and more importance should be given to Satellite Broadcasting as it is cheaper and can reach remote areas also.
- (b) Keeping in view the national safety, policy can be laid down on Terrestrial television Broadcasting through it is important for that areas where earthquake torrential rains come off and on.
- (c) Radio broadcasting now a days has been a secondary menus of entertainment but in remote and hilly track areas it is still the most reliable and therefore the policy should be laid down on Radio broadcasting keeping this factor into consideration
- (d) Print media now a days plays an important role to aware the mass in a cheapest way therefore a soft policy and regulation is needed . However it is to be observed that they follow the guidelines laid down by the Govt.
- (e) Fastest developing in the recent years requires safe guards Policy and Regulation. But at the same time it is to be seen that national interest is protected.

3. Promotion of Local content:-

India is rich in traditional value and also wide range of culture, therefore while framing the National Broadcasting Policy due care to be taken and more and more preference should be given to those who promote local contents in their programme.

4. Piracy and content security :-

Piracy now a days has become a major concern in media and to safe guard from this sufficient provision should be in the National Broadcasting Policy. Black out the agency or heavy punishment can be one of the measure. The same policy may be for content security.

5. Technology innovation & Standardization:-

Incentive in this field can promote better quality of service to people.

6. Convergence:-

Not to stick one point only. There are other fields also where attention should be given while framing the Broadcasting Policy.

7. Specific Regulatory Authority for Broadcasting

At present this field is vested with TRAI and from the past experience we propose that there should be a separate authority for Broadcasting. It is more so that at centre there are two different ministry taking care of Telecommunication and Broadcasting, separately.

8. Robust Grievance Redressal Mechanism:-

We recommend the same mechanism should be apply in Broadcasting as prevalent in Telecommunication. But keeping in mind the large number of Local Cable Operators (LCO) spread in remote and farthest area, a special mechanism is required.

9. Role of Broadcasting during Disaster:-

A 24 hours broadcast is necessary where the natural disaster takes place. The facility should not concentrate to some particular area but its impact area may also be covered.

10. Audience Measurement System:-

In telecom sector, the TSPs often take a review about the quality of service/ audio clarity from the customers. The same system should be developed both in Radio and Television. This max help in measuring the quality /performance of the system.

11. Social Goals:-

In the broadcasting Policy our goal must be to provide clean and authentic information to mass.

12. Environmental Responsibility:-

The information friendly to environment should be encouraged in the policy.

13. Animation, Visual Effects, Gaming and Comics (AVGC):-

This is the only field where children upto the age 15 or adolescent population is very much interested to see, but it has adverse affect to the brain of children and health also and therefore its duration should be fixed and the time also, when parents are at home. In the policy this aspect should take into consideration seriously.

Q3. Stakeholders may also suggest any other issues which should be considered for formulation of National Broadcasting Policy, along with detailed justification.

Ans. The National Digital Policy which was implemented in 2018 had a clear vision on telecommunication and the number of service providers were limited but in case of Broadcasting Policy the situation is quite different. There are MOS as well as LCO which provide services to mass. Specially in case of L.C.O. the number are so large that must be covered in "National Broadcasting Policy" while framing the Policy.

Regards

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